

# / Best / Research

**BOLD QUALITATIVE RESEARCH**

To: C. HILL

Carol,

These are the highlights of the  
BOLD focus group conducted by  
ReDx.Please treat this info as a  
confidential basis.C.C. F.B.  
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## OBJECTIVE

To assess consumer interest in the BOLD concept, product reaction, and potential avenues for product advantages

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## METHOD

### Focus Groups

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Group one: females, age 35-45	N=12
Group two: males, age 35-45	N=9
Group three: females, age 46-60	N=8
Group four: males, age 46-60	N=10

Quality Controlled Services-Kansas City

September 19-20

Cross-section of ultra and low nonmenthol smokers (cut off at 11mg)

Daily consumption at least 1/2 pack

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## PROCEDURE

- Switching history
- Reasons for smoking lights and ultra lights
- Importance of tar and nicotine numbers
- Carlton and Now
- Reactions to concept
- Product Testing
  - Mono Concentric filter
  - Dual Concentric filter
- Filter staining
- Concentric filter explanation
- Advertising
- Purchase intent

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## FINDINGS

### Switching History

- Full flavor to lights
- Full flavor to lights to ultra lights

### Reasons for Smoking Lights and Ultra Lights

- Perceived health benefits
- Less harsh
- Lighter taste
- Lighter smoke

### Reasons for Not Smoking Ultra Lights

- Chemical taste
- Weak taste

### Importance of Tar and Nicotine Numbers

- Not important, in general, to lights and ultra lights smokers
- Important to Carlton and Now smokers

### Carlton and Now

- Advantages:
  - Low tar and nicotine numbers
- Disadvantages:
  - No taste
  - No satisfaction
  - Aftertaste
  - Bad smell
  - Fast burning
  - Increased consumption

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## REACTIONS TO CONCEPT

- Overall, strong trial interest
- Less interest among males age 35-45
- Advantages:
  - Health
  - Taste
  - Less embarrassing to smoke around others
  - Less smell
  - New alternative for Carlton and Now smokers
- Do not associate new brand with Carlton or Now
- Do address both tar and nicotine
- Accomplished
  - Tobacco tightly packed
  - Artificial flavors
  - Filter changes-materials, dilution holes

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## PRODUCT TESTING

### Single Stick

#### Mono Concentric Filter

- **Advantages**
  - Good taste
  - Low tar and nicotine numbers
  - Satisfying
  - Lived up to concept promise
  - Not dry
  - More taste than other ultra lights
  - No aftertaste
  - Easy draw
- **Disadvantages**
  - Off taste
  - Dry
  - Throat irritation
  - Draws too easily
  - Tastes like a Carlton

#### Dual Concentric Filter

- **Advantages**
  - Stronger taste than mono filter
  - Better flavor
  - Easy draw
  - Less throat irritation than mono
  - Less staining on filter
  - Less harsh than mono filter
- **Disadvantages**
  - Hard draw
  - Fast burning
  - Taste weak

Overall, strong interest among women,  
low interest among males age 35-45

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## PRODUCT PREFERENCE

	<u>Age Group</u>	<u>Preference</u>
FEMALES	35-45	Split Evenly- Mono/Dual
	46-60	Mono
MALES	35-45	Dual
	46-60	Dual

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## FILTER DISCUSSION

### Filter Staining

- Not a real issue
- Increased staining-more efficient
- Decreased staining-more efficient
- Nonstaining benefit to some women
- – Not enough of a benefit to increase sales

### Concentric Filter Explanation

- Visual difference irrelevant
- Subjective differences noticeable
- Liked fact that filter was changed
  - Comfort/believable
  - No additives to tobacco
  - No changes to paper
- New technology in filter meaningful
- New technology in tobacco blending not meaningful

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## ADVERTISING

New filter technology resulting in a more efficient filter which has 1 mg tar, .1 mg nicotine tasting like a 4 mg tar cigarette or 2 mg. tar, .2 mg nicotine tasting like a 5 mg tar cigarette.

### Emphasize

- Tar and nicotine numbers
- Filter technology
- Taste

### Do Not Emphasize

- Brand names as taste comparison

Brand extension-quality image

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## PURCHASE INTENT

- Stronger among females than males
- Stronger among older males than younger males
- Strong among Carlton and Now smokers
- Promotion

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## SUMMARY

- Concept favorably received
  - Low tar and nicotine numbers
  - Promises taste
- High trial interest
- Product lived up to concept
- Based on single stick, majority liked product
- Strong interest in purchasing

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## BOLD CONCEPTS

### Concept One

This cigarette will be one of the lowest tar and nicotine cigarettes on the market but will taste more similar to what you are used to smoking than a Carlton or Now.

### Concept Two

This cigarette will be one of the lowest tar and nicotine cigarettes on the market because of new technology in tobacco blending and filtration (more efficient) but will deliver a taste which is similar to what you currently smoke.

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